



Contents

1. *Authority Releases Request for Qualifications for Construction Package 2-3*
3. *Authority and CalVet Sign Strategic Agreement to Help Vets*
4. *Spotlight: Women of Color Keep High-Speed Rail Project on Track*
5. *Authority's Small Business Program Recognized*
6. *City of Fresno, San Diego Association of Governments Awarded TIGER Grants*
7. *Small Businesses Score as Firms Selected for Three Regional Consultant Contracts*
8. *Authority Seals Deal for CP1 With California Infrastructure Experts*
9. *Partner Spotlight: California Department of Transportation*
9. *Small Business Certification Workshops Yield Results*
10. *Calendar of Upcoming Events*

The **Investing in California Small Businesses** newsletter is published quarterly by the External Affairs Division of the California High-Speed Rail Authority. To view past newsletters visit: www.hsr.ca.gov/Programs/Small_Business/newsletter.html

Authority Releases Request for Qualifications for Construction Package 2-3

On October 10 the California High-Speed Rail Authority (Authority) issued a Request for Qualifications (RFQ) for Construction Package 2-3 (CP 2-3), the next phase in the construction of the California high-speed rail system. Work on CP 2-3 will extend approximately 60 miles through the Central Valley from East American Avenue in Fresno County to one mile north of the Kern-Tulare County line.

As part of the Authority's commitment to small business participation, an Industry Forum was held in Sacramento on October 28. Approximately 200 people representing firms from around the world attended the forum to learn about CP 2-3, how to bid on the project, and for networking opportunities between prime and subcontractors.

At up to \$2 billion, CP 2-3 is the most valuable contract the Authority has yet offered. But with the big price tag comes very

significant work. CP 2-3 is a design-build contract. Design-build contracts mean the chosen contractor must develop innovative means and methods to design the project and then construct it. This approach can lead to faster construction as the contractor is accountable for timing of design and construction work. The selected design-build firm will be responsible for all work required to design and construct the CP 2-3 segment in the Central Valley. The work will include delivering final designs for bridges, culverts, trenches and tunnels, utility relocations, aerial structures, grade separations, tunnels, security and drainage. CP 2-3 is expected to bring thousands of jobs to the Central Valley, an area with one of the highest unemployment rates in California and the nation. The route will also provide environmental benefits, relieve roadway congestion »

Investing in California Small Businesses

SMALL BUSINESS NEWSLETTER
VOLUME 1 • ISSUE 5
DECEMBER 2013

Contact Information

California High-Speed Rail Authority

770 L Street, Suite 800
Sacramento, CA 95814

Small Business Program

Main: (916) 324-1541

Direct: (916) 431-2930

Email: sbprogram@hsr.ca.gov

Small Business Workshops

Email: sbworkshops@hsr.ca.gov

Robert Padilla

Small Business Advocate

Mobile: (916) 420-0619

Email: robert.padilla@hsr.ca.gov

To access and download more information pertaining to the small business program, visit the Authority's SB Resources webpage at www.hsr.ca.gov/Programs/Small_Business/index.html



CALIFORNIA
High-Speed Rail Authority

www.hsr.ca.gov

» and spur economic development.

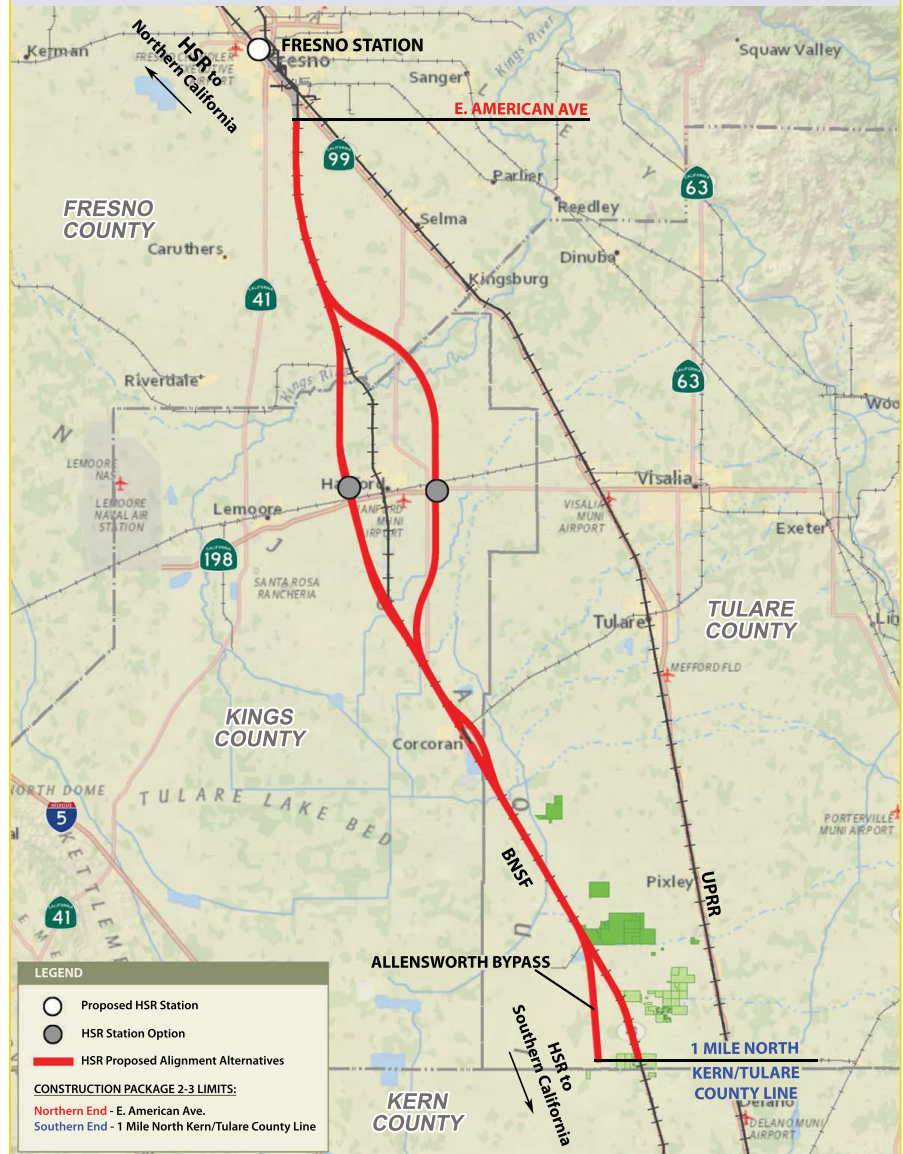
"The Authority is delivering on its voter-mandated mission to build the nation's first high-speed rail system, which provides economic benefits to the Central Valley and creates thousands of jobs," said Jeff Morales, CEO of the Authority. "High-speed rail is a critical investment in California's transportation

infrastructure to address population growth, congested roads and airports, and air quality."

The environmental clearance for the route is already underway and is anticipated to be final by summer 2014. The Statement of Qualifications from firms interested in CP 2-3 were due to the Authority on December 13.

— Lisa Marie Alley

CONSTRUCTION PACKAGE 2-3 LIMITS



SEPTEMBER 2013

Small Business Program

The Authority is committed to small businesses playing a major role in building the statewide high-speed rail system. The Small Business Program (SBP) has an aggressive 30 percent goal for small business participation including Disadvantaged Business Enterprises (DBE), Disabled Veteran Business Enterprises (DVBE) and Micro-Businesses (MB).

Authority and CalVet Sign Strategic Agreement to Help Vets

A plan to create job opportunities for veterans recently received a big boost thanks to a new partnership between the California

"Veterans know what it means to serve their nation and to commit to a mission bigger than themselves. That's why we are proud to have them as part of the high-speed rail team"

- Thomas Umberg
Authority Board Member

High-Speed Rail Authority (Authority) and the California Department of Veterans Affairs (CalVet). On November 7, Authority CEO Jeff Morales and CalVet Secretary Peter Gravett signed a Strategic Partnership Agreement that strengthens a commitment to help veterans bid on high-speed rail contracts.

"CalVet is committed to ensuring that veteran small business owners and disabled veteran business enterprise owners are well represented in the state government contracting marketplace," said CalVet Secretary Peter J. Gravett. "We appreciate the California High-Speed Rail Authority's willingness to work with us toward that goal."

Members of the Authority's Board of Directors, were on hand for the signing ceremony.

"Veterans know what it means to serve their nation and to commit to a mission bigger than

themselves. That's why we are proud to have them as part of the high-speed rail team," said board member Tom Umberg, "We're especially committed to military veterans who have returned from active duty to civilian life and are interested in this historic project."

The Authority is keenly aware of the need to help small businesses, especially firms that are owned by or employ veterans. Board Vice-Chairs Tom Richards and Jim Hartnett and Board Members Mike Rossi, Patrick Henning, Sr. and Tom Umberg are all military veterans.

The agreement outlines how the Authority and CalVet will share services and resources in outreach efforts to expand the use of disabled veteran owned small businesses on high-speed rail construction in the Central Valley. The Authority and CalVet also agreed to hold small business certification and business

development workshops that will provide technical and referral assistance on contract bids and help small business owners navigate websites with procurement opportunities.

"Starting a small business and starting over as a disabled veteran are both about meeting challenges, never giving up, and adapting in order to overcome and succeed," said Chris Coles. The U.S. Navy veteran who served in the Vietnam War and the First Gulf War was excited about the signing ceremony. He owns Anchor Engineering, a certified Disabled Veteran Business Enterprise that recently snagged a third contract on the high-speed rail project.

"At Anchor Engineering, the work we have done to further the progress and well-being of Californians is very satisfying. Through it we meet our company goal of, 'Public good through public works,'" Coles explained. "Without our Disabled Veteran Business Enterprises certification, it is doubtful that we would have had a chance to survive, prosper, and carry out that mission."

— Karen Massie



CalVet Secretary **Peter Gravett** (second-from-right), Authority board members and CalVet dignitaries look on as Authority CEO **Jeff Morales** signs a strategic partnership with CalVet to hire veterans for the high-speed rail project.

Women of Color Keep High-Speed Rail Project on Track

When it comes to public relations and community outreach for public infrastructure projects, they bring almost 40 years of experience to the table. For the last few years regional consultants Genoveva Arellano, Valerie Martinez and Jennifer Labrado have focused much of their time on the California high-speed rail project. All three are minorities, who own their own small businesses and have left a huge imprint on Southern California sections of the project.



Small business owner **Genoveva Arellano** began telling Californians about the high-speed rail project in 1998, ten years before voters approved Prop 1A, the high-speed rail bond measure.

Arellano, 49, owns Arellano Associates. Although she studied public administration in college, she landed at a large national public relations firm after graduating from college. She

believes it was an introduction that solidified her career path.

Arellano snagged a contract on the project in 1998, 10 years before voters approved the high-speed rail bond measure known as Proposition 1A. In 2007, she began concentrating on the Los Angeles to San Diego high-speed rail section that includes the

Inland Empire area where she has strong connections to the community, especially the Latino business community. "At the time

"I've operated in many industries dominated by men. It's part of my generation's journey. In fact, most of the men I work with are happy to find colleagues who have diverse thoughts and interests. It's all about the quality of work and how you view yourself."

- Valerie Martinez
President/CEO
VMA Communications

the project was not well known in the inland parts of Southern California," said Arellano. "We needed to clarify the program and gain public awareness and involvement in specific planning for this section. And I've been there ever since."

Forty-five-year-old Martinez heads VMA Communications and has worked on more than 60 public school, community college and drinking water projects in Southern California. She came on board the high speed rail project in 2003. "The Authority was looking for someone in Southern California who could ensure the [Statewide] environmental impact report was reviewed by key stake

holders and received media attention," Martinez explained. "That was right in my ballpark."

Meanwhile, Labrado started Green Grass Communications following stints with a communications firm, a non-profit serving at-risk high school students and the Orange County Transportation Authority. "I really came to see infrastructure and transportation in a new light," Labrado said. "They're fundamental to our quality of life." The 37-year-old communication expert has worked on the high-speed rail project for several years. "I am really proud to say that [the Authority] is my first client and it's amazing to work for an agency that is delivering the first high-speed rail system in the country."

The three business owners said they enjoy working on large infrastructure and transportation projects, areas that highly technical and dominated by men. Labrado admits, "At times, there's some initial surprise at the depth of my project understanding and how communications and outreach tie into technical plans." But she, Arellano and Martinez have learned to be comfortable at those times when they may be the only woman in the room. Arellano said, "I push forward or 'lean in' to take my place at the table. I remain focused on being relevant and effective in helping the Authority achieve its objectives."



Since 2003, small business owner **Val Martinez** has helped develop program strategy and keep major partners engaged in California's high-speed rail project.

Martinez is a bit more matter of fact. She declared, "I've operated in many industries dominated by men. It's part of my generation's journey." She said she has encountered men who "are happy to find colleagues who have diverse thoughts and interest. It's all

"I am really proud to say that [the Authority] is my first client and it's amazing to work for an agency that is delivering the first high-speed rail system in the country."

- Jennifer Labrado
Founder/President
Green Grass Communications

about the quality of work."

And like most working women, finding that perfect balance between work and family is tough. Labrado employs only herself on a regular basis and hires others when she needs additional help. She has two little ones,

ages two and four. They see their mom working and are gaining an understanding about what it means to be self-employed. Labrado laughed, "One time, when my oldest was watching me put together some information packets she asked, 'when can we ride the train? It looks so cool!'"

Martinez has 10 people on her staff and two teenage children. She said she began her own firm because she wanted a job that would

allow her to be with her children during important moments in their lives. "I probably work 60 hours a week," Martinez admitted. "But being self-employed does provide me with some flexibility to be there for my kids." Still it's hard getting everything done. "I don't sleep a lot," Martinez laughed.

Arellano, a mother of two teens, oversees 18 professional and administrative employees. "It's not easy," she said. "I work incessantly, but to the greatest degree possible, I try to setup my schedule so it supports my children's busy schedules." She admits she's not alone in her quest. "I've also hired only the best people – people I absolutely trust"

And their longevity on the high-speed rail project proves that the Authority is counting on Arellano, Martinez and Labrado to help build a world-class transportation system that the entire state of California can be proud of.



After working on the high-speed rail project as a sub-contractor, small business owner **Jennifer Labrado** formed Green Grass Communications and landed her own contract to work on the project.



Small business owner **Genoveva Arellano** working at an event to support high-speed rail.

Small Business Program Honor

Authority's Small Business Program Recognized

The California High-Speed Rail Authority's Small Business Program and Advocate Robert Padilla are the recipient of the 2013 National Service Disabled Veteran Owned Business Owners Best Practices Award.

The Elite Service Disabled Veteran Owned Business (SDVOB) Network recognized the Authority and Padilla for demonstrating an uncommon commitment to Service Disabled Veteran Owned Business by implementing innovative best practices to assist these business owners with procurement opportunities in public works projects, which includes commodities, professional services and construction.

Padilla was appointed as the Authority's Small Business Advocate in 2012 and has been an integral part of the effort to increase contract opportunities for veterans through the Authority's Small Business Program. The program has an aggressive 30 percent goal for small business participation, which includes a three percent goal for Disabled Veteran Business Enterprises (DVBE) and a 10 percent goal for Disadvantaged Business Enterprises (DBE).

Prior to coming to the Authority, Robert worked at the California Department of Transportation (Caltrans) where he served as the DBE Program Manager and Chief of the Office of Business & Economic Opportunity.

— Karen Massie

— Karen Massie

City of Fresno, San Diego Association of Governments Awarded TIGER Grants

On September 5, the City of Fresno and the San Diego Association of Governments (SANDAG) celebrated winning two of 52 Transportation Investment Generating Economic Recovery – or TIGER – grants awarded by the U.S. Department of Transportation (DOT). The

"These transformational TIGER projects are the best argument for investment in our transportation infrastructure," said DOT Secretary Anthony Foxx. "Together, they support President Obama's call to ensure a stronger transportation system for future generations."

- Anthony Foxx
Secretary
Department of Transportation

grants, worth about \$474 million, went to 52 transportation projects spread across 37 states.

"These transformational TIGER projects are the best argument for investment in our transportation infrastructure," said DOT Secretary Anthony Foxx. "Together, they support President Obama's call to ensure a stronger transportation system for future generations by repairing existing infrastructure, connecting people to new jobs and opportunities, and contributing to our nation's economic growth."

The city of Fresno will receive \$15,924,620 to restore its landmark Fulton Mall, a former city artery that became a pedestrian mall in the 1960s. But like other cities, Fresno found its walkability experiment yielded disappointing results. The TIGER grant will help redevelop 11 city blocks of the Fulton Mall for driving, bicycling, walking and public transportation.

Mayor Ashley Swearengin anticipates revitalization of the downtown business district's main street will bolster retail sales and private sector investment.

"I appreciate the commitment that Secretary Foxx and his department have made to the future of our city and region," Swearengin told *Fresno State University* newspaper *The Collegian*. "A prosperous downtown is an important part of Fresno's past, and this grant will help our downtown return to prosperity."

According to the DOT, Fresno was one of seven cities selected by President Obama for the Strong Cities, Strong Communities program in 2011. Restoration of the street grid will allow revitalization of the city's downtown core and serve as a connection to a new bus route and future high-speed rail station.

In San Diego, SANDAG was awarded a \$14 million TIGER grant to replace four aging timber trestle bridges, which have exceeded

their 75-year service life, in the Los Peñasquitos Lagoon in North County. SANDAG said the project will improve the reliability of passenger and freight services in Los Angeles-San Diego-San Luis Obispo (LOSSAN) rail corridor.

"This means SANDAG can continue improving the LOSSAN corridor which supports the second busiest Amtrak service in the nation" said Michelle Boehm, Southern California Regional Director of the California High-Speed Rail Authority. "The Pacific Surfliner Coastal Railway Bridge Replacement plays an important role in integrating regional passenger rail



California High-Speed Rail Authority CEO **Jeff Morales**, Congressman **Jim Costa**, and Fresno Mayor **Ashley Swearengin** look on as US Department of Transportation Secretary **Anthony Foxx** speaks about the TIGER grant the USDOT awarded to the city of Fresno.

service with the statewide high-speed rail system."

"This shovel-ready project will produce short-term economic benefits by directly or indirectly creating more than 200 jobs. It is also part of a larger modernization program in the North Coast Corridor that will generate long-term economic benefits for the region and the state," said SANDAG Executive Director Gary Gallegos in a statement.

— Chad Vander Veen

Small Businesses Score as Firms Selected for Three Regional Consultant Contracts

It was a big win for small businesses at the Authority's October 14 and November 7 board meetings. Following two pre-bid conference the Authority held in August, board members selected the contractors who will complete project level environmental clearances and preliminary engineering work for the Merced to Sacramento, Los Angeles to San Diego and Bakersfield to Palmdale project sections.

Fresno-based Precision Civil Engineering was chosen for the Merced to Sacramento project section. Precision Civil Engineering is a 100 percent small business firm. For the Los Angeles to San Diego project section, Englewood, Colorado-based CH2M HILL was chosen. CH2M HILL, an international firm, is expected to subcontract much of the work to small businesses in the region.

And the San Francisco-based T.Y. Lin International, which was established in 1954, was selected for the Bakersfield to

"It's huge for us, We're excited that the Authority has shown this kind of trust in a small business. I think we can do a great job for them."

- Ed Dunkel, Jr.
Founder
Precision Civil Engineering

Palmdale section. All three contracts will go a long way toward fulfilling the Authority's 30 percent small business participation goal.

"It's huge for us," Precision Civil Engineering founder Ed Dunkel, Jr. told the *Fresno Bee*. "We're excited that the Authority has shown this kind of trust in a small business. ... I think we can do a great job for them."

The Los Angeles to San Diego and Merced to Sacramento contracts are valued at \$2 million for two years and \$1 million

for two years, respectively. The Bakersfield to Palmdale contract is worth \$46.1 million for five years and is valued much higher than the other two because construction on that project section is slated to occur in the next few years. The smaller Los Angeles to San Diego and Merced to Sacramento contracts deal more in preparatory work for Planning and environmental analysis.



Southern California Regional Director **Michelle Boehm** provides an overview of the project in Los Angeles, CA.



Northern California Regional Director **Ben Tripousis** addresses the pre-bid conference attendees in Sacramento, CA.

In each project section, the selected contractor will have a host of duties to perform. They will be tasked with delivering finalized revised supplemental alternatives analyses reports, completing the project environmental impact reports/studies and the preliminary engineering for the design-build procurement process. The contractor will also be asked to communicate with project stakeholders and work on station area planning, sustainability, private investment opportunities, phasing and implementation planning.

— Chad Vander Veen

Authority Seals Deal for CP1 With California Infrastructure Experts

Representing one of the major milestones on moving the first high-speed rail project in the nation forward, on August 16, the Authority executed the first design-build construction contract with Tutor Perini/Zachry/Parsons, a Joint Venture (TPZP) for Construction Package 1 (CP1).

Not only does the signing of this contract

represent full steam ahead for the Authority, it also capped a multi-year process in which five world-class teams presented cutting-edge proposals to develop this once-in-a-lifetime project. After years spent planning, designing and achieving environmental clearances, work on the project is underway.

In recent weeks, the Authority issued a formal notice to proceed on CP1 that allows that contractor to perform work which includes completing design, hiring workers, conducting field surveys and finalizing third party agreements.

The first construction area is a 29-mile stretch between Avenue 17 in Madera and East American Avenue in Fresno. The contract is for \$985,142,530 with an additional \$53 million for provisional sums. Work in the area is scheduled to be completed in 2017.

— Annie Parker

Tutor Perini • ZACHRY • PARSONS

a joint venture

New Offices Open in Downtown Fresno

On September 24, over 100 local business owners joined members of the public and area stakeholders to attend an open house to get a sneak peak at the Authority's design-build contractor's freshly reno-

thousands of jobs, visitors and potential customers to the area.

"Moving our teams into the area represents not only the start of major work on the project, but it also brings jobs to the area," said CEO Jeff Morales. "We are going to be hiring laborers and people in the area that are looking for good work on a meaningful project, and this is it."

The offices for TPZP along with the Authority's program construction management team Wong + Harris are located on the third, fourth and fifth floors of the historic Grand Tower in downtown Fresno near the Fulton Mall. As the project continues to ramp up, a total of 250 staff are anticipated to round out the office.

— Annie Parker

"We are going to be hiring laborers and people in the area that are looking for good work on a meaningful project"

— Jeff Morales
Authority CEO

vated offices in downtown Fresno. Attendees mingled with Authority staff, Fresno Mayor Ashley Swearengin and members of the Fresno County Economic Development Corporation to admire the new offices, get updates on the project, and express their excitement about the eminent arrival of



Authority CEO **Jeff Morales** (right) and Fresno Mayor **Ashley Swearengin** (second-from-right) look on as Fresno Economic Development Corporation President **Lee Ann Eager** speaks at the new offices for high-speed rail design-builder Tutor Perini/Zachry/Parsons in Downtown Fresno.



The California Department of Transportation (Caltrans) is responsible for highway, bridge and rail transportation planning, construction and maintenance. For more than 100 years, the department has been active in moving the people and commerce of California and today serves the transportation needs of more than 30 million residents.

Caltrans managers have a monumental job. They oversee more than 50,000 miles of highway and freeway lanes, provide inter-city rail services, permit more than 400 public-use airports and special-use hospital heliports and work with state and local agencies including the California High-Speed Rail Authority (Authority).

An agreement with Caltrans provides the Authority with technical expertise and available staff, on a temporary loan basis, in a variety of areas including: Small Business, Fiscal Services, Auditing, Personnel, Contracts, Right-of Way, Environmental Planning, Transportation Planning and Transportation Engineering. For more information visit Caltrans webpage at <http://www.dot.ca.gov>.

Strategic Partnerships

To achieve greater effectiveness in the delivery of procurement opportunities to small businesses, the Authority has cultivated ongoing strategic partnerships with local, community organizations and agencies. The intent of these partnerships is to leverage shared services and resources to become more transparent, accessible and accountable by enhancing the quality of the Authority's services. The Authority is confident that these strategic partnerships will not only maximize the participation of small business participation in its procurement process, but will also strengthen and sustain California's economy.

Small Business Certification Workshops

Small Business Certification Workshops Yield Results

Hundreds of small businesses are eager to join other firms already on board the California high-speed rail project. They know work is underway in the Central Valley and the Authority's Small Business Program promises to provide 30 percent of the work to small business. That's no small feat when you consider the total cost of Construction Package 1, between Madera and Fresno is worth around \$1 billion dollars.

Instead of waiting to find out if small businesses are ready to go, the Authority has been hosting workshops where small businesses can be certified so they are able to bid on the high-speed rail project and contracts offered by other state agencies. "We started out with the idea that we would do the workshops in the Central Valley," explained Robert Padilla, the Authority's Small Business Advocate. "But, we expanded and are now

holding workshops around the state. We're delighted that they've been so popular."

Since April, 212 small business owners and representatives have attended certification workshops the Authority has held in conjunction with the Department of General Services (DGS). Participants go onto online to complete the certification process. After 12 workshops, 112 small businesses have been certified on-the-spot.

The certification process requires work-

"When small business owners bring all their supporting documents, they can have their certification in hand within an hour."

— Robert Padilla
Authority Small Business Advocate

shop participants to have several documents on hand, such as three years of tax returns, licenses and home addresses of their company's officers, members, managers and partners. More than 30 small businesses expect to complete their certification when they get some of that information.

"When small business owners bring all their supporting documents, they can have their certification in hand within an hour," Padilla said. "One gentleman was able to get his done in 19 minutes. So far, that's the record." Padilla explained that evaluations filled out by participants have given the workshops an overall satisfaction rating of 95 percent.

The Authority's 30 percent small business participation goal includes a 10 percent goal for Disadvantaged Business Enterprises (DBE) and a three percent goal for Disabled Veteran Business Enterprises (DVBE).

In an effort to continue expanding the pool of small businesses that are qualified to do business with the state of California, the Authority is working on a schedule for more certification workshops in 2014.

— Karen Massie

Calendar of Upcoming Events

Meeting dates, times and locations are subject to change.

EVENTS	DATE	TIME	ADDRESS
Authority Board Meeting	January 14, 2014	9:00 am	Secretary of State Auditorium 1500 11th St. Sacramento, CA 95814
Business Advisory Council	January 16, 2014	9:30 am – 3:30 pm	DGS Building Executive Dining Room 707 Third St., West Sacramento, CA 95605
Authority Board Meeting	February 11, 2014	9:00 am	Secretary of State Auditorium 1500 11th St. Sacramento, CA 95814
Authority Board Meeting	March 11, 2014	9:00 am	Secretary of State Auditorium 1500 11th St. Sacramento, CA 95814
Business Advisory Council	March 20, 2014	9:30 am – 3:30 pm	DGS Building Executive Dining Room 707 Third St., West Sacramento, CA 95605
Caltrans 10th Annual Procurement and Resource Fair	March 26, 2014	9:30 am – 1:00 pm	Balboa Park Club Ballroom 2144 Pan American Rd. West, San Diego, CA 92101

